

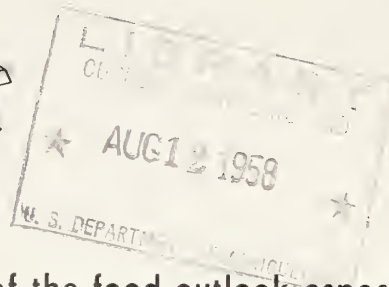
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# FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture  
Agricultural Marketing Service

October 18, 1957  
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- MEAT: Total supplies this year are likely to fall about 3 percent short of last year's record volume. Livestock production and slaughter may continue for some time below their very high 1956 level.
- Beef: For balance of 1957 supplies will increase seasonally but decline from last year's level by an increasingly larger percentage. (Last year, drought forced fall slaughter to a record rate.) For the year, slaughter of cattle and calves will run 2 to 3 percent below a year earlier. Next year cattle slaughter will probably be smaller than in 1957.
- Pork: Hog slaughter will continue seasonally upward but may run slightly below last year until late this fall. This winter and next spring slaughter will likely be above year-earlier levels.
- Lamb: Supplies are expected to change very little. Sheep numbers on farms appear to be about static.
- POULTRY:
- Turkeys: This year's supply is record large. Estimates total 81 million birds, up 5 percent from last year. Cold storage stocks reached a record 150,-000,000 pounds September 30, or 53 percent greater than a year earlier.
- Broilers: Total 1957 production will likely exceed the 1,345,000,000 birds produced last year by about 6 percent.
- Eggs: Total production has probably reached its seasonal low point and output balance of this year will recover more slowly than usual.
- DAIRY: Milk production continues to set new highs. The year's output is estimated at around 1.3 billion pounds greater than last year's record-breaking 125.7 billion pounds.
- FRUIT:
- Deciduous: Total production is expected to decline 2 percent from last year. Estimates for the 1957 apple crop total 113,372,000 bushels, or 13 percent above 1956. The pear crop is one percent below a year.
- Citrus: The 1957-58 crops of oranges and grapefruit are expected to be not only greater than last year, but above average. Florida lime crop is the same as last year but production of tangerines will be smaller.
- Berries: Cranberry production will total about 1,049,000 barrels, or 8 percent above last year.

Processed: California's dried prune production, as well as raisin variety grapes, will run about 11 percent below last year.

Canned: Packs of canned peaches, purple plums, and a few other fruits will probably run smaller than in 1956, but some increase may occur in cherries and berries.

Frozen: Pack of frozen cherries may be greater than last year. Florida's frozen orange concentrate output for 1956-57 set a record, being 2 percent greater than last year. With increased movement, though, packers' stocks of 22,000,000 gallons are 4 percent below last year.

Tree Nuts: Tonnage of almonds, filberts, walnuts and pecans is expected to run 15 percent below last year and 2 percent below average.

#### VEGETABLES:

Fresh: Fall vegetable production is expected to be smaller than a year earlier, with major items about 10 percent lower. A 28 percent drop in early fall cabbage output accounts for most of the decline from 1956. Sizeable reductions in carrots, cauliflower, broccoli, celery and brussels sprouts are expected, but increases in lettuce, cucumbers and snap beans will be significant.

Potatoes: The fall potato crop is estimated at 150.9 million hundredweight, or 9 percent below last year. Sweet potatoes are estimated at 17,180,000 hundredweight, or 2 percent above last year.

Processing: Eight leading vegetables, which account for 90 percent of the fall output, will run 19 percent below a year ago. Tomatoes, cabbage under contract for kraut, and beets will show a decrease of around 25 percent from last year, sweet corn will be down 13 percent, and green limas 10 percent. Green peas for processing are expected to reach a record high of 556,200 tons, or 2 percent greater than in 1956. That is also 28 percent above the 10-year average.

Processed: Smaller supplies of processed vegetables into mid-1958 are expected.

## The Plentiful Foods Program

The U. S. Department of Agriculture, through its Plentiful Foods Program, will support industry campaigns on the following commodities, at the following times:

BROILERS	December 1 to 31, 1957
CANNED AND FROZEN PEAS	February 1 to 28, 1958
CEREAL AND MILK	April 1 to 30, 1958
JUNE DAIRY MONTH	June 1 to 30, 1958